AMENDMENTS TO THE CLAIMS

Claims 1-12 (Canceled)

13. (Previously presented): An item recommending system for recommending a related item at the time of purchasing a purchase item, said system comprising:

a client database which stores at least client information representing attribution of clients including personal users and corporation users, possessed item information representing items possessed by each of the clients, and recommendable item information representing items to be recommended to each of the clients;

a client specifier which specifies a client concern based on the client information;

a related information storing memory which contains relationship information concerning purchase items and related items;

a possessed item extractor which, in response to client information, extracts from said client database the item that said client possesses;

a related item extractor which extracts, from said relationship information stored in said related information storing memory, an item related to the extracted item; and

a recommendation section which recommends the purchase of the related item extracted by said related item extractor.

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14. (Original): The system according to claim 13, wherein said client database stores discount information corresponding to a discount rate of a sales price with respect to each client, and said recommendation section recommends the item in a mode that reflects the discount rate corresponding to said stored discount information.

15. (Original): The system according to claim 13, further comprising:

a receiver which receives identification information transmitted via a network to accept a log-in based on said identification information; and

a specifier which specifies the client based on said received identification information, wherein said possessed item extractor specifies the client from the received identification information and extracts the item that the specified client possesses from said client database.

16. (Original): The system according to claim 13, further comprising:

means for inputting item purchase information of each client; and

means for adding an item that the client possesses to said client database based on the item purchase information.

17. (Original): The system according to claim 13, wherein said related information storing memory stores a plurality of purchase items, an option item to be used as an option in each purchase item and/or a consumable item to be consumed in said purchase items, and said related information storing memory recommends the option item relating to the purchase item that the client possesses and/or the consumable item.

18. (Original): The system according to claim 13, further comprising:

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a sales history storing memory which stores a sales history; and

a memory which stores information on items whose probability of simultaneous purchase is more than a reference value to said related information storing memory based on the sales history stored in said sales history storing memory.

19. (Original): The system according to claim 18, wherein said sales history storing memory stores both the history of items sold together by a store and/or a salesperson and the history of items sold together via a network.

20. (Canceled)

21. (Previously presented): An item recommending method via a computer network comprising:

defining relationship information in a database, representing a relationship among a plurality of items;

storing client information representing at least attribution of clients including personal users and corporation users, items possessed by each of the clients, and recommendable items to be recommended to each of the clients;

accepting access via the computer network by a client, and specifying a the client based on the client information;

specifying items possessed by the specified client based on the client information;

determining, based on said relationship information, items related to the specified possessed items; and

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offering the determined related items to said specified client via the computer network.

22. (Canceled)

23. (Currently amended): A <u>computer</u> program <u>stored in a computer readable storage medium having computer executable instructions that when executed cause a computer to perform a method comprising the steps of</u> ~~for controlling a computer to perform~~:

specifying a client concern based on client information representing at least attribution of each client and items possessed by each client stored in a client database;

specifying items possessed by the specified client based on the client information in said client database;

specifying items relating to the specified items possessed by the specified client based on related item information representing relationship among a plurality of items stored in a related item database;

preparing information representing at least the specified related items; and

outputting the prepared information for recommending the purchase of the related item to the client.

Claims 24-40 (Canceled)

41. (Previously presented): The system according to claim 13, wherein the client information of corporation users in said client database includes personal ID data

including personal passwords of persons in charge of each corporation client with respect to corporation ID assigned to the corporation, and

said client specifier specifies a corporation user client by identifying both the corporation ID and personal ID based on the client information.

42. (Previously presented): The system according to claim 13, wherein said client database stores discount information corresponding to a discount rate of a sales price with respect to each corporation user client, and said recommendation section recommends the item in a mode that reflects the discount rate corresponding to said stored discount information.

Claims 43-48. (Canceled)